



- ORG 302 Principles of Marketing 3 Semester Hours**  
 This course thoroughly reviews the basic concepts and practices of marketing. Students will learn how to identify market opportunities and develop and implement strategies to reach target markets through a mix of product, distribution, promotion, and pricing. Students will also be given an opportunity to test and refine their skills through various group projects. Prerequisite: Junior status, or permission of instructor.
- ORG 304 The Legal Environment of Business 3 Semester Hours**  
 An overview of the legal system for those in business, this course introduces students to courts and litigation, administrative agencies, contract laws, antitrust law, consumer protection laws, laws regulating employment, and environmental law. Prerequisite: ORG 103, or ORG 110, junior status or permission of instructor.
- ORG 306 Investment and Personal Financial Planning 3 Semester Hours**  
 This course introduces the theory and application of basic financial planning concepts with focus on long-term investment strategies designed to accumulate and protect wealth, with the goal of achieving financial independence. Stocks, bonds, mutual funds and real estate investments will be discussed as well as the importance of diversification, asset allocation, risk tolerance and age in the development of an optimum portfolio. Other topics examined include personal financial statements, budgets, taxes, retirement planning, estate planning, insurance, opportunity costs and the time value of money. Prerequisite: ORG 301 or permission of instructor.
- ORG 307 Management Information Systems 3 Semester Hours**  
 This course introduces students to the concepts, tools, and terminology of corporate information technology. The course studies how critical IT is to achieving business success in a global market and how to communicate and work effectively with information technology professionals. Topics covered in this course include how to structure and manage information, how IT can be used to enhance business decision making, and how to use IT to create collaborative business partnerships. A significant component of the class involves actually building a database application and decision support spreadsheet. Prerequisite: IT 210 or permission of instructor. This course meets General Education Distribution Area I.I.C.
- ORG 310 Organizational Theory and Behavior 3 Semester Hours**  
 This course will explore the concepts, theories, and research in organizational behavior and theory in order to develop a comprehensive framework for understanding the importance of effective leadership in promoting an organization's mission. An understanding of the complexities of personal interaction in formal organizations will be addressed through discussions, case materials, web-based simulations, student created cases, and direct experiences. Prerequisites: junior status or permission of instructor.
- ORG 320 International Business 3 Semester Hours**  
 This course focuses on the global scale of business and the dynamics of cultural and social interactions in the international arena. Cultural aspects and dimensions, virtual management and meeting techniques, ethical implications, legalities, and marketing procedures on a global scale are studied. Students will work on semester-long projects that include marketing, supply chain, and financial planning of an international venture. Prerequisite: junior status or permission of instructor
- ORG 340 Principles of Total Quality 3 Semester Hours**  
 This courses explores the techniques and tools managers use to make quality happen and to ensure that it keeps happening. Students will learn about the different philosophies of quality, system thinking, customer focus, process management, Six Sigma, and the process improvement toolkit. Students will be required to apply these concepts and tools through a semester-long process improvement project. Prerequisite: Junior status or permission of instructor.
- ORG 350 Public Relations and Marketing in Sport, Event and Tourism Management 3 Semester Hours**  
 This course emphasizes the building and management of positive relationships with the community and the media. It examines public opinion and research, management of public relation tools and resources, and ethics. Prerequisite: Junior status.
- ORG 351 Human Resource Management 3 Semester Hours**  
 This course introduces the role of the human resource function as a strategic partner in achieving an organization's goals. The course considers the importance of labor markets, recruitment, selection, training, compensation, labor relations, and performance management. The evolving nature of work, discrimination in employment, work performance and its rewards, and effects of changing technology are addressed. Web-based research and presentations are required. Prerequisite: junior status or permission of instructor.

